

Published on *Eltis* (<https://www.eltis.org>)

[Home](#) > Quality label for schools working with transport and mobility (Antwerp. Belgium)

By [News Editor](#) / Updated: 29 Aug 2014

[Quality label for schools working with transport and mobility \(Antwerp. Belgium\)](#)



Contact:

[Raf Canters](#)

Contact:

[Raf Canters](#)

Author:

[Raf Canters](#)

City:

Antwerp

Country:

Belgium

Topic:

Traffic and demand management

Mobility management

Archive

Description

Traffic and mobility is an important theme for the province of Antwerp. They set great significance on both theoretical and practical traffic-safety knowledge and skills. That is why Antwerp created a quality label for primary schools. Now the region of Flanders is implementing it on a larger scale.

Background & Objectives

The label '10/10' started in 2002 in Antwerp. This year, the label celebrates his fifth edition. The project wants to achieve three important objectives. The schools that take part in the project and that aspire the quality label need to draw attention to:

- 1) practical-orientated transport and mobility education,
- 2) involvement of parents, and
- 3) a safe school environment.

Schools that aim for these objectives can get or keep the '10/10'-label.

Implementation

Steps to be taken

Five steps can lead to receive the label.

- Declaration of interests. The school signs an agreement that they will become partners in the project and together with teachers, pupils and parents will strive for the quality label.
- Self-evaluation. The school fills in a self-evaluation form and sends it back to the 10/10 task-force. Based upon this info the task-force will get a first impression.
- Individual advice. 10/10-advisors visit the school with a focus on problems and possibilities.
- Activity calendar. The school informs the 10/10 task-force in May what they have done during the school year, in order to obtain the quality label. An activity calendar with proof of the activities is made up.
- Evaluation. Every year the 10/10 commission reviews all participating schools and awards the school that are positively evaluated.

Criteria marks

The three objectives mentioned above are translated in some criteria marks.>These criteria marks can be used as a guide by the schools. They can be a source of inspiration for the schools to take new initiatives. Every school gets enough freedom to fulfil the criteria marks on a personal way.

Exemplary, these are some of the marks:

- the teachers of the school go to an extra training on transport and mobility education every two years
- the school teaches 'bicycle skills training', 'pedestrian training' and 'public transport lessons'
- the school draws attention to the participation of the students
- the use of educative material
- awareness-raising actions take place in the school environment
- enough bicycle infrastructure in the school
- the school stimulates carpooling
- authorized supervisors are employed in the school environment
- the school involves the local residents
- ...

Conclusions

The label has proven to be a good instrument to stimulate schools to work around the themes of traffic safety and mobility education, and to seek out partnerships in doing so.

In October 2006, the province of Antwerp distributed the quality labels of 2005/2006. Antwerp was proud to give the desired label to 111 schools of the 151 candidates. These schools deserved a 10/10 for being actively involved with transport and mobility education.

Since 2006, the Flemish Foundation for Trafficknowledge (FFT), an organisation under the Flemish government is spreading this label throughout Flanders as part of their educational activities in primary schools. Ten municipalities have joined the project for this first year of experimenting on a larger scale.

More information

Visit www.10op10.be (in Dutch)

Keywords

Marketing strategies / branding

measures - awareness raising

measures - mobility management services

MM for schools

monitoring / evaluation

Share on

[](#)

[](#)

[](#)
